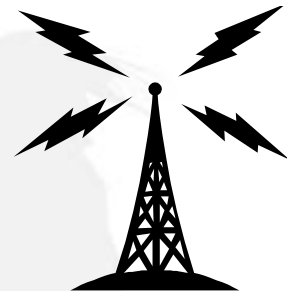




STATION PROFILE



Call Letters	FM 102 Dial Position 102.1
Format	“Triple A” – Adult Album Alternative
Name/Slogan	KPRI “San Diego’s Homegrown...”
Power	14,500 Watts
Primary Demo	Adults 25-54 (50% Male/50% Female)
Secondary Demo	<i>(Educated, active, affluent professionals)</i>
Demo	Adults 35-44
Personalities / On-air Lineup	<p>M-Fri: 6A – 10A: The KPRI Morning Show with Madison</p> <p>M-Fri: 10A – 3P: Jodina In the Mid-Day</p> <p>3P – 7P: Chris Cantore in the Late Afternoon</p> <p>7P – 12Mid: KPRI Night-time Words and Music with host Robert</p> <p>Weekends: Haley, Robert, Shanon, Cathryn Beeks, Jodina, Chris Cantore</p> <p>Specialty Shows-</p> <p>Sunday Morning Unplugged: 7A – 11A Jodina</p> <p>House of Blues Radio Hour: Sundays 7P – 8P</p> <p>Homegrown Hour with Cathryn Beeks: Sundays 8P – 9P</p> <p>My Turn: Sundays 6P – 7P</p>
Representative Artists	<p>Currents: Dave Matthews Band, Sara Bareilles, Pearl Jam, The Fray, Jack Johnson, Coldplay, Jason Mraz, Shawn Mullins, Kings of Leon, Adele, John Mayer, Collective Soul & Green Day.</p> <p>New and classic tunes from rock legends like Bruce Springsteen, The Beatles, The Rolling Stones, U2, Fleetwood Mac, The Police, The Eagles, Jimi Hendrix, Tom Petty & The Heartbreakers, Eric Clapton, Pink Floyd, Led Zeppelin and R.E.M.</p> <p>Add the blues of B.B. King, Stevie Ray Vaughn, Blues Traveler & Jonny Lang with the Reggae of Bob & Ziggy Marley, and you’ve got the “Triple A” programming of KPRI FM 102.</p>
Station Position	KPRI plays the best of “then and now”: a mix of classic rock, alternative, and current artists, with the strongest signal in North County.
Signature Station Events	KPRI Private Listener Concert/ Cruises... A series of private listener concerts at local area venues and aboard Hornblower Yachts featuring national and emerging artists.